

"Unguarded Women" Is 6 Reels—6051 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky  
An Alan Crosland Production  
"UNGUARDED WOMEN"  
with  
BEBE DANIELS, RICHARD DIX  
and Mary Astor  
from the Saturday Evening Post  
by Lucy Stone  
Screen play by James  
A. Paramount Pictures

JUL 10 1924

PURPOSE: To Help You Sell the Picture to the

## "Unguarded Women" a Colorful Sacrifice and Regeneration

### PUTTING IT

Playing up the title of a picture, that's the thing! An exploitation stunt doesn't necessarily have to have anything to do with the story itself as long as it is connected in some manner with the title.

With this in mind, we turn to "Unguarded Women." If there ever was a title that was made for advertising and teaser stunts, this is it.

How about getting hold of a picture of some bathing girls, you know, the Mack Sennett type in these 'almost' bathing suits. Label it UNGUARDED WOMEN. Naturally, tie it up in some way with the presentation of the picture at your theatre.

Then there's some sort of stunt with local firearms dealers. "UNGUARDED WOMEN? Not on your life as long as they keep a ..... handy!"

Another merchant tie-up could read. "Don't be an UNGUARDED WOMAN. When motoring or bathing, use ..... cold cream. It protects the skin. The outdoor girl just can't get along without it."

Teaser: "Ever since I became an UNGUARDED WOMAN, they claim I am headed straight for perdition. My husband died on the battlefield. (Signed) Breta Banning."

Get them started talking about the girls of today. How do they measure up to the girls of twenty or thirty years ago? Are they better or worse? Many persons claim that Miss 1924 is headed straight for the old boy himself as fast as she can travel. How about it? What happens to the UNGUARDED WOMEN?

Novelty ad: "He had to choose between two women, the one he loved, the other to whom he felt he owed a deep debt. Which does he select? See "Unguarded Women" at the.....on ....."

When you lose your self respect, you lose all your friends. You might make this the theme for a sermon. The moral of the thing is keep your conscience clear.

Do you see a woman? Miss

## "UNGUARDED WOMEN"

With

Bebe Daniels  
Richard Dix  
Mary Astor



Four-column Newspaper Advertisement 4A. Mats 25c at you

Facts in Tabloid

"Unguarde



# PARAMOUNT

Anything in This Press Sheet May Be Reprinted

# SHEET

Adolph Zukor and Jesse L. Lasky present  
An Alan Crosland Production  
"UNGUARDED WOMEN"  
with  
BEBE DANIELS, RICHARD DIX, and MARY ASTOR  
from the Saturday Evening Post by Lucy Stone  
Screen play by James M. Hogue  
A Paramount Production

USE: To Help You Sell the Picture to the Public.

## Colorful Romantic Drama of a Generation, Made by Alan Crosland

A Great Big Three-Star  
Picture with Bebe Daniels,  
Richard Dix, Mary Astor

The Story of How a Man of Honor Brings Back to Social  
Esteem a Girl Whose Love of Gaiety Almost Leads to  
Her Destruction—A Beautiful Adaptation of the  
Story, "Face," Read by Millions in the Satur-  
day Evening Post, with Three Wonderful  
Parts for Miss Daniels, Mr. Dix and  
Miss Astor

"UNGUARDED WOMEN" is Alan Crosland's first  
production for Paramount. The story, "Face," by  
Lucy Stone Terrill might have been written especially for  
the screen so well did it adapt itself to the making of a stirring  
motion picture. It is a man's story, (although you'd never  
get this from the title) but is the kind of man's story that has  
a special appeal to women because it deals with the kind of  
loyalty and sacrifice that makes a strong pull on the emo-  
tions.

It tells of a man who became exceptionally honored for  
special and continuous heroism in the war. But beneath the  
honors and the medals he carries a terrible memory—the  
memory of a friend who had died for him because of his  
moment of cowardice on the battlefield. The time comes  
when, for the sake of the friend who has died, he has to give  
up his own hopes of happiness and the girl he was to marry.

Sent to China on business he finds the young widow of his  
dead comrade, drinking the dregs of a terrible life in the  
white colony of a Chinese city—going to perdition under cir-  
cumstances for which he himself is to blame, and from which  
only he himself can save her.

It is a strange, tense, dramatic struggle that takes place  
there in the picturesque Orient, the great struggle between  
love and duty.

Crosland, it will be remembered, gave us "The Face in  
the Fog," "Enemies of Women," "Three Weeks", etc. All  
have cleaned up throughout the country. The same goes for  
"Unguarded Women". Richard Dix, as the hero, Bebe  
Daniels and Mary Astor, as the two girls, give great per-  
formances. The drama of the picture is overpowering, and  
it is as colorful as a DeMille production.

### Cast

Breta Banning.....	Bebe Daniels
Douglas Albright.....	Richard Dix
Helen Castle.....	Mary Astor
Larry Trent.....	Walter McGrail
George Castle.....	Frank Losee
Aunt Louise.....	Helen Lindroth
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James Craig.....	Donald Hall
Capt. Robert Banning.....	Joe King

AN  
ALAN CROSLAND  
PRODUCTION

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

THIS is the story of a girl you know. Pretty,  
fun-wild, anchorless—one of the million  
cheering, unblushing, "Unguarded Women"  
of today.

Paramount Exchange

"Unguarded Women"



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When you lose your self respect, you lose all your friends. You might make this the theme for a sermon. The moral of the thing is keep your conscience clear.

Do you run a prologue? Miss Daniels in "Unguarded Women" doesn't give a whoop what people may think of her as long as she enjoys herself. She does a rather daring dance in the picture. How about getting off some.....

atmosphere for the production. The atmosphere idea could also be carried out through the house and lobby—incense burners, ushers in suitable costumes and all that sort of thing.

Don't forget to tell them that the man who made "Enemies of Women" made this one. Also that the story ran as a serial in the Saturday Evening Post under the title, "Face". They both mean something to the fans.

But we could go on almost indefinitely telling you what you might do, but you, and you alone, know what you will do. So go to it! With the few suggestions offered here and the ideas of your own which are bound to crop up from time to time on a picture like this, you will have more than enough material here to put "Unguarded Women" over real big.

Advertise, boys. That's the secret of box-office success.

# UNGUARDED WOMEN

With  
**Bebe Daniels**  
**Richard Dix**  
**Mary Astor**



Four-column Newspaper Advertisement 4A. Mats 25c at your Paramount Exchange

## Facts in Tabloid

**Featured Players**—Bebe Daniels, Richard Dix, Mary Astor.

**Producer**—Alan Crosland whose name today means box-office success.

**Author**—Lucy Stone Terrill whose story, "Face", from which the picture was adapted, ran as a serial in the Saturday Evening Post.

**Scenarist**—James Creelman.

**Caméraman**—Henry Cronjager.

**Support**—Walter McGrail, Frank Losee, Helen Lindroth, Harry Mestayer, Donald Hall, Joe King.

**Type of Story**—Tense, dramatic tale of love, regeneration and sacrifice, with scenes in Long Island's society colony, Pekin, China, and some shots of the World War battlefields that are the real thing.

**Box-Office Value**—The misses Daniels and Astor and Richard Dix—three of the most popular younger players on the screen today, all in the cast of this great picture—that's somethin'! Any man who can make an "Enemies of Women" and then follow it up with a "Three Weeks" could fill any house no matter what picture he might put out after these. But when he makes a picture like "Unguarded Women", it's simply a case of three smashing hits in a row. Everybody who read the story is going to see the picture, and those who haven't will see it, too.

**Appeal**—This time it happens to be two girls and a fellow. The eternal triangle again? Right! But, oh, how different! You've had your light comedies and farces, westerns and adventure stories, now for something real good in the line of dr-r-rama.

## "Unguarded"

HERE'S another one of those fun-wild, anchoree, unblushing of today.

don't come real business! "Unguarded" as a serial in the "Face". It is a exhibitor knows go over big with Remember "The Tan"

After "Monsieur Beaucaire", Bebe Daniels is one of the most on the screen, and she rates aces for Richard Dix in a recent poll by Photoplay Magazine, and was sand exhibitors throughout the first five box-office names. It has a real corner. In "Unguarded" arrived. And Mary Astor. Coward"? Aside from being one of the women in pictures, Miss Astor is

With this great trio portraying production and with the name of "Enemies of Women", which behind the picture "Unguarded Women" thing but one of the surest box-Paramount's pleasure to offer to a real showman, there's not a reason for lowing a few of the advertising the first column of this page, you out of 'Unguarded Women' as your goodness 'super-specials'.





AN  
**ALAN CROSLAND**

PRODUCTION  
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

HIS is the story of a girl you know. Pretty, fun-wild, anchorless—one of the million preceding, unblushing, "Unguarded Women" of today.

Paramount Exchange

# "Unguarded Women"

HERE'S another one of those box-office titles. They don't come every day, but when they do they spell real business! "Unguarded Women" was read by millions when it ran as a serial in the Evening Post under the title, "Face." It is a story of love and regeneration, and every exhibitor knows with this latter theme will go over big with the patrons. All the others have to go over big with the patrons.

Remember "The Fighting Coward"? Asides, Miss Astor is one of the most popular. After "Mon Beaucaire," with Rudolph Valentino, Bebe Daniels is one of the most sought after young ladies on the screen, and she rates high with the fans, too. As in a recent popularity contest conducted by Photoplay Magazine, and which took in over ten thousand exhibitors throughout the country, Dix was among the first five box-office names. It has been said of Dix that he is a real comer. In "Unguarded Women" we say that he has 'arrived'. And Mary Astor. Remember "The Fighting Coward"? Asides, Miss Astor is one of the most popular.

With this great trio portraying the principal roles in the production and "Unguarded Women", which cleaned up everywhere, behind the picture is the surest box-office bet it has ever been thing but one of Paramount's pleasure to offer to showmen. And if you are here's not a reason in the world why, by following the advertising suggestions to be found in of his page, you can't make as much money out of 'Unguarded Women' as you have out of real honest-to-God specials.

## Richard Dix, Mary Astor

The Story of How a Man of Honor Brings Back to Social Esteem a Girl Whose Love of Gaiety Almost Leads to Her Destruction—A Beautiful Adaptation of the Story, "Face," Read by Millions in the Saturday Evening Post, with Three Wonderful Parts for Miss Daniels, Mr. Dix and Miss Astor

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It tells of a man who became exceptionally honored for special and continuous heroism in the war. But beneath the honors and the medals he carries a terrible memory—the memory of a friend who had died for him because of his moment of cowardice on the battlefield. The time comes when, for the sake of the friend who has died, he has to give up his own hopes of happiness and the girl he was to marry.

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It is a strange, tense, dramatic struggle that takes place there in the picturesque Orient, the great struggle between love and duty.

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### Cast

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Capt. Robert Banning.....	Joe King

### Synopsis

*Respect is a man's face. One wears masks before others—but it is not easy to have no face with which to confront one's soul.—Confucius*

**A**CCOMPANIED by Helen Castle, his fiancée, and her aunt Louise, Douglas Albright goes to China to take charge of the Pekin office of the Castle company.

In Pekin, Albright meets Mrs. Banning, the widow of his friend, Captain Banning, for whose death he was responsible. It was too responsible. A mistake on his part when his nerve momentarily deserted him had cost Banning his life.

Mrs. Banning has lost the respect of the foreign colony in Pekin by her light conduct and reckless disregard for the conventions. There has been a love affair between her and Larry Trent but he is too much of a moral coward to marry her. Hopelessly discouraged she attempts to kill herself in Trent's apartment but is prevented from doing so by his servants.

Albright feels that if it had not been for his physical cowardice in that moment during the war, Banning might now be alive. It seems to him that the only possible reparation he can make is to save Banning's widow even at the cost of his own happiness. He goes to Mrs. Banning and tells her that she is to go about with him for two weeks among his friends and then they will be married. She gratefully agrees.

To Helen, Albright makes a clean breast of everything, explaining that he feels it his duty to his old pal, who died on the battlefield to save him, to do what he can for Mrs. Banning. Although she agrees to give him up, Helen tells him that his confession has only deepened her love for him.

In such respect is Albright held that at the end of the two weeks Mrs. Banning is accepted socially everywhere. Realizing this, Trent pleads with her to take him back. Mrs. Banning tells him that she cannot break faith with Albright, but Trent points out that Albright really loves Helen.

The realization that Albright is sacrificing himself for her prompts Mrs. Banning to send him a message that she is going on a long journey, never to return. Fearing that she is leaving with Trent, Albright rushes to her home only to find her dead. He is now free to marry Helen.





# "Unguarded Women" PUT IT OVER THE TOP WITH T

Your Exchange has mats of all the ads and producti also cuts of one, two a

## Too Much Freedom?



ARE the girls of today "Unguarded Women?" Cut off from home

Here's the story of a modern, jazz-wild girl and a man's unselfish attempt to reform her. With Bebe as the girl and Dix as the man.

Elaborately and superbly produced by the man who made "Enemies of Women."

From the popular Saturday Evening Post story "Face" by Lucy Stone Terrill - - - Screen play by James Creelman

## THEATRE NAME

Two-column Supplementary Press Ad 2AS



Halftones are 55-screen and reproduce perfectly.

Richard Dix and Mary Astor in the Paramount Picture "Unguarded Women" An Alan Crosland Production

Two-column Production Mat 2P

## A True-Life Drama



ADOLPH ZUKOR AND JESSE LASKY PRESENT AN  
ALAN CROSLAND PRODUCTION

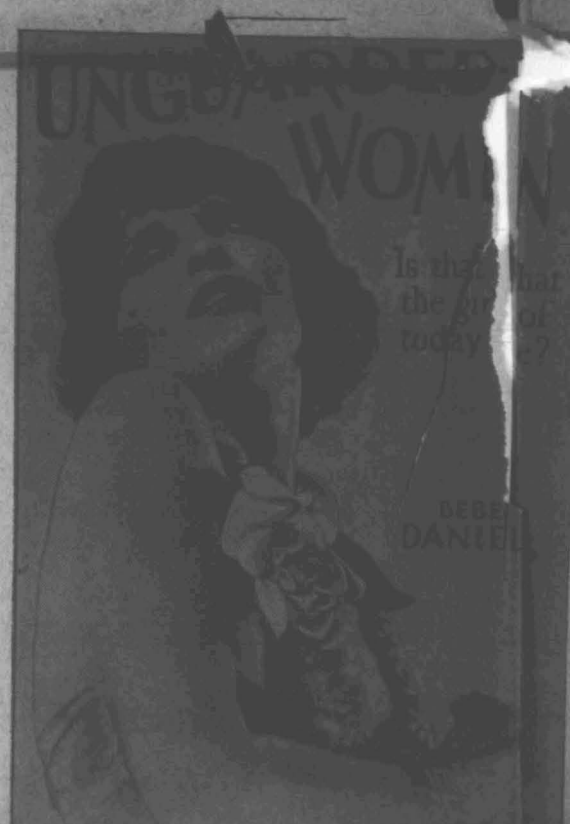
# "UNGUARDED WOMEN"

IS the jazz-girl of today able to take care of herself? Does she need a caveman husband to tame her?

See this graphic screen study of modern "Unguarded Women."

WITH  
**Bebe Daniels**  
**Richard Dix**  
**Mary Astor**

Three-column Newspaper Advertisement 3A. (Mat)



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Only \$3.



# "Unguarded Women"

## TOP WITH THESE TIP-TOP ADS

ducti also cuts of one, two and two-supplementary ads. Price list, Page 4.



LASKY  
AND

GUARDED  
WOMEN"



ALAN CROSLAND  
DIRECTOR

"UNGUARDED  
WOMEN"

Bebe Daniels Richard Dix  
Mary Astor



THE drama of a woman's regenera-  
tion, through a man's loyalty and  
sacrifice. A lavish production by the  
director of "Enemies of Women."

REST  
OF

With fashionable Long  
mystic Orient as the col  
grounds.

## THEATRE NAME

Two-column Supplementary Press Ad 2ASX

### Ad or Program Catchlines

The drama of a woman who put love higher than honor,  
and a man who put honor higher than love.

In "Unguarded Women" the tables are turned—a man  
wants to marry a woman to reform her.

Is there something about the poppy-scented Orient that  
makes young American girls—"Unguarded Women?"

Young, handsome, rich, unbound—why should he sacrifice  
the girl he loved to marry another? See "Unguarded Women."

The story of a man who tried to rescue a shipwrecked wo-  
man's heart and nearly lost his own.

You safe, contented men and women: See "Unguarded Wo-  
men" and feel—and thrill—and think!

Seldom is a picture with the dramatic intensity and gripping  
interest of "Unguarded Women" seen upon the screen.

The brilliant Saturday Evening Post serial brilliantly pro-  
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Is marriage a steadying influence on the lovely, untamed  
"Unguarded Women" of today?

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Advertisement 3A. (Mats Only)

### Flashy Herald

To the left is a reproduc-  
tion of the beautiful four-  
page color-herald on this  
picture.

Double page center spread  
contains seat-selling scenes  
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dates, etc.

Only \$3.00 per 1,000.



RIALTO

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You



From the popular Saturday Evening Post story "Face" by Lucy Stone Terrill - - - Screen play by James Greelman

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Two-column Supplementary Press Ad 2AS



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Richard Dix and Mary Astor in the Paramount Picture "Unguarded Women" An Alan Crosland Production

Two-column Production Mat 2P

## A True-Life Drama



# "UNGUARDED WOMEN"

WITH  
Bebe Daniels  
Richard Dix  
Mary Astor  
PRESENTED BY  
ADOLPH ZUKOR - JESSE LASKY

THE story of a girl adrift, and the man who saved her when she drifted too far. With a big all-star cast.



AN  
ALAN CROSLAND  
PRODUCTION

A Paramount Picture

From the popular Saturday Evening Post story "Face" by Lucy Stone Terrill - - - Screen play by James Greelman

Two-column Press Advertisement 2A

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Three-column Newspaper Advertisement 3A. (M)



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Bebe Daniels and Richard Dix in a scene from the "Unguarded Women" An Alan Crosland Production

Three-column Production Mat 3P



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Only \$3.00 per 1,000.

Samples at your exchange.



Bebe Daniels  
in the Paramount Picture  
"Unguarded Women"  
Production Mat 1PA



Richard Dix  
in the Paramount Picture  
"Unguarded Women"

Production Mat 1PB

## RIALTO



**"UNGUARDED WOMEN"**  
with  
**Bebe Daniels**  
**Richard Dix**  
**Mary Astor**  
AN  
ALAN CROSLAND  
PRODUCTION

THERE is a certain type of woman who needs a man to love her or she is hopelessly adrift. Such is Bebe Daniels in this superb drama.

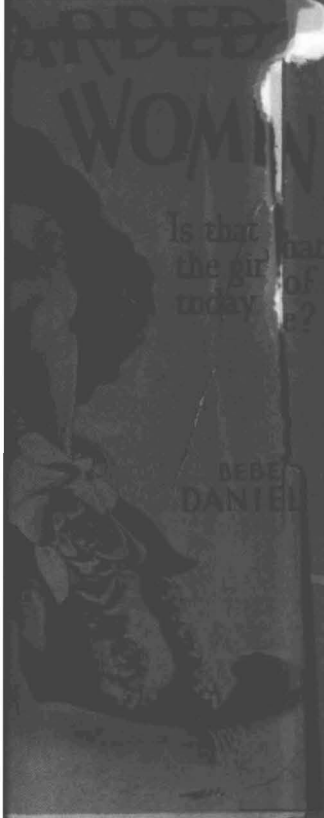
One-column Press Ad 1A

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Two-column Newspaper Advertisement 3A. (Mats Only)



Richard Dix in a scene from the Paramount Picture "Unguarded Women" An Alan Crosland Production

Three-column Production Mat 3P





# “Unguarded Women” GET THE PAPERS TO PRINT

Clip the stuff you want on this page and send it to the editors. Additional press

## How I Entered the Movies

by Bebe Daniels

(Featured with Richard Dix and Mary Astor in the Paramount picture, “Unguarded Women,” which comes to the.....Theatre next.....)

CONVENTS seem a very long way from the stage, but the two have always gone hand in hand with me. When I was not on the stage, I was in a convent; when I was not in a convent I was on the stage.

I really think I can claim the distinction of appearing on the stage at the very earliest age on record. Both my mother and father were associated with the stage, and just ten weeks after birth, I made my debut before the foot-lights. I played with my mother and father in the greater part of my babyhood.

spent on the stage. My parents moved to Richmond, Va., shortly after the engagement with the “Jane” production. We spent three years in the capital of the Dominion State and then advanced on New York.

It was in New York that I really made my stage start. I played in Shakespeare repertoire when I was four years old.

After a year in New York, mother and father decided to go to California, and from that time to the present, Los Angeles has been our home. I was five years old when I went into child parts in the old Belasco and Morosco stock company. My stage career ended with my appearance in “The Squaw Man!” After that it was the convent school for the greater part of the time until I entered the motion picture field.

I entered the convent when I was eight years old. With the exception of one brief trip to the country and a few months later in a little country school near Los Angeles, all the rest of my education was received in convents. They were not always the same convents. Part of the time I attended school in Los Angeles; another period was spent in a boarding school—also a convent—Santa Monica, a few miles from Los Angeles. Since graduating, I have been in screen work.

Much of the time since I left school was spent in comedy. I liked it, but like everyone in comedy, always had a secret desire to do serious photoplay work. And thanks to Cecil B. DeMille, I received that opportunity.

What do I do with my out-of-the-studio time? Well, I drive my car a great deal, but I don't really like to drive. I would much rather ride horseback—and I do, whenever I get an opportunity.

I've got one really expensive vice. I like all sorts of Oriental things and I spend all of my extra money buying bits of pottery, tapestry and other Oriental bits. I don't pretend to be an authority on them but I do like to have them around me. I've got most of my home cluttered up with things of this sort that I've acquired in the past few years. I suppose an art dealer would consider my collection a bunch of junk. But I don't care what other people think about it. I like to have those things around and I'm always making additions.

I haven't any explanation to offer for my passion for Oriental surroundings. My father is Scotch and my mother is Spanish; perhaps this mixture of widely different races is to blame for this trait. My mother shares this interest with me, although to a somewhat lesser degree.

I like to do Oriental parts. In my first serious effort, I played the part of a court favorite in a magnificent Babylonian scene. Do you know, I liked that bit—for it was just a bit more than all of the leading comedy roles that I had played in preceding four years.

And now in “Unguarded Women” I'm right in my element so to speak. The story you know, for the most

### Here's a Nifty!

Bebe Daniels and Walter McGrail were playing a heavy scene for “Unguarded Women,” Alan Crosland's new Paramount picture, in which McGrail gets rough and uses cave-man tactics. Somebody behind the camera remarked that this was the way to treat women and one of the extras asked Richard Dix if he were a cave-man.

“Maybe I am and maybe I'm not,” said Dix, “but I know a lot of caves!”

Dix, Bebe Daniels and Mary Astor are featured in “Unguarded Women,” which opens a.....days' run at the.....on.....next.

## Advance Press Stories

### “Unguarded Women,” With Powerful Cast, Coming

READERS of the Saturday Evening Post will recall that a few months ago there appeared in that publication a most unusual story by Lucy Stone Terrill, entitled “Face”. The originality of its plot occasioned considerable comment and commendation. Paramount recognized it as exceptional screen material and bought the motion picture rights.

“Unguarded Women,” which is scheduled to open at the.....Theatre next.....for a.....days' run, is an adaptation of that story—the history of how a man of honor brings back to social esteem a girl whose love of gaiety makes her a society outcast. It is intensely dramatic, full of suspense, with a strong and fine love interest and a happy climax.

It was evidently the aim of the producers to leave no stone unturned, or rather, to leave no actor out of the cast who could successfully contribute to the logical interpretation of the difficult roles the photoplay calls for. The result is that we have an array of talent that should satisfy the most fastidious. Bebe Daniels, Richard Dix and Mary Astor are featured at the head of a superb cast that includes Walter McGrail, Frank Losee, Harry Mestayer, Joe King, Helen Lindroth and Donald Hall, all of them exceptionally fitted by training and temperament for their respective characterizations.

## Great Cast in New Paramount

Bebe Daniels, Richard Dix, Mary Astor Featured in “Unguarded Women”

BEBE Daniels, Richard Dix and Mary Astor are featured in the principal roles of “Unguarded Women”, an Alan Crosland Paramount production, adapted from the Saturday Evening Post serial, “Face”, by Lucy Stone Terrill. Among the prominent players in support are Walter McGrail, Frank Losee, Helen Lindroth, Harry Mestayer, Donald Hall, Joe King and many others.

The story has to do with a young fellow who, through a moment of cowardice on the battlefield, feels that he owes a great debt to the young widow of his buddy who had died “out there” while he had hesitated. The girl, without the restraining hand of a husband to guide her, has ruined her reputation in the eyes of society and is rapidly plunging herself into perdition in her blind quest for her false idea of happiness. Bebe Daniels plays the girl, Breta Banning, and Richard Dix is the boy, Douglas Albright. Miss Astor has the role of the other girl whom Albright really loves, though he sacrifices himself by doing what he believes to be his duty—offering Mrs. Banning the protection of his name. What does Helen do? That's the question “Unguarded Women” is answering for hundreds of fans daily at the.....Theatre where it will remain until.....next. Why not see it.

## Unguarded Woman?



BEBE DANIELS in Paramount Pictures

THAT'S what Bebe Daniels is in the Paramount picture, “Unguarded Women”, coming to the theatre. She is featured with Richard Dix and Mary Astor. It's a big special story of how a girl whose love of gaiety all leads her to destruction, a beautiful adaptation of the story, “Face”, read by millions in the Saturday Evening Post, with three wonderful parts for Miss Daniels, Mr. Dix and Miss Astor. Alan Crosland, etc., directed. There's a great supporting cast.

## Variety Feature of “Unguarded Women”

A little bit of picture audiences in “Unguarded Women”, an Alan Crosland production for Paramount, which will be shown next.....at the.....Theatre.

Bebe Daniels, Richard Dix and Mary Astor are featured in the picture, which opens on the battlefields of the World War, from there all the way across the globe to the fashionable homes of the East again to the China where the action of the picture takes place.

For those who like romance, there's plenty of it. For those who like a real snappy picture, there's a picture, Breta Banning doing all sorts of unconventional things and for those who like the real thing, scenes will prove it. There's drama, heart-interest and goodly quantity. There's a real good picture in “Unguarded Women”. There's something for everyone.

The strong supporting cast of the production includes such well known names as Helen Lindroth, Joe King and others. Here's a great story a great director and produced one ask for? What more could you want? If you ever enjoyed real honest-to-goodness drama “Unguarded Women”

## “Unguarded Women” Due

“Unguarded Women”, an Alan Crosland production, featuring Bebe Daniels, Richard Dix and Mary Astor, is due for showing at the.....Theatre on.....days.



# "Unguarded Women" S TO PRINT THESE STORIES



it to the editors. Additional press sheets at your exchange if you need them.

## Unguarded Woman?



BEBE DANIELS  
in Paramount Pictures

THAT'S what Bebe Daniels is in the Paramount picture, "Unguarded Women," coming to the theatre. She is featured in the production with Richard Dix and Mary Astor. It's a big special story of how a man of honor brings back to social esteem a girl whose love of gaudy all but leads her to destruction, a beautiful adaptation of the story, "Face," read by millions in the Saturday Evening Post, with three wonderful parts for Miss Daniels, Mr. Dix and Miss Astor.

Alan Crosland, who made "Enemies of Women," etc., directed. There's a great supporting cast.

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For those who like romance, there's plenty of it. For those who like a real snap-to-the-minute picture, there's Bebe Daniels as vivacious Breta doing all sorts of unconventional things to keep them entertained and for those who like thrills, the war scenes will provide the real thing. There's drama, humor, pathos, heart-interest and all of the rest in goodly quantity. You'll find everything a real good picture ought to have in "Unguarded Women". There's something in it for everyone.

The strong supporting cast of the production includes such well known names as Walter McGrail, Frank Losee, Helen Lindroth, Joe King and others just as prominent. Here's a great story, with a great cast and produced by a great director. What more can one ask for?

If you ever enjoyed real honest-to-goodness drama in your life you'll enjoy "Unguarded Women"

## "Unguarded Women" Due

"Unguarded Women," an Alan Crosland production for Paramount, featuring Bebe Daniels, Richard Dix and Mary Astor is due for showing

## Dix Has First Dressed-up Part

His One Big Worry Making "Unguarded Women" Was How to Keep Clean

RICHARD Dix plays his first dressed-up role for Paramount. He wears a white collar, snappy cravat, and everything in the new production. "Unguarded Women," an Alan Crosland production due at the..... After such productions as "To the Last Commandments"

"The Stranger," and "Icebound" in which he wore hickory shirts, ill-fitting clothes and had his hair all mussed up, the popular Paramount player said he felt like a new man in "Unguarded Women".

"It seems funny to be playing a spick and span part like this one", commented Dix as he carefully hung up his coat and vest after a scene. "I am certainly not used to this. Generally I just flop down anywhere after a scene because my clothes have never mattered. Now I have to be careful, but I kinda like it. It's different at any rate."

The trouble was that Richard forgot every once in a while that he was dressed up and sat down on a dirty chair or leaned against a flat which had accumulated a coat of dust.

It took all the time, almost, of one property man to follow Dix around with a whisk broom in an effort to keep his clothes brushed.

## Darn Clever, These Chinese, Says Bebe

When Bebe Daniels walked onto the set built for the opening scenes in "Unguarded Women," the new Paramount picture in which she, Richard Dix and Mary Astor have the principal roles, she saw one of the Chinamen who play in the picture and thought his face looked familiar. Miss Daniels asked Director Crosland who the man was.

"He's a prominent actor whom you may know," Crosland explained, "but you probably do not recognize him in Chinese make-up."

When Crosland introduced

plays "Sing Woo" in the picture. Still Miss Daniels was uncertain until Mestayer said, "It's been a few years since I saw you last. In fact, you were only twelve years old at the time. Do you remember?"

"Do I remember? I should say I do," Miss Daniels said, drawing Mestayer off into a corner to talk over old times.

Half an hour later, when Mr. Crosland went over to them to get Miss Daniels for a scene, Bebe told him that Mestayer started her on her professional career by giving her a part, when she was only twelve years old, in D'Annunzio's "La Gioconda," which Mestayer produced in California.

"Unguarded Women" comes to the..... Theatre next .....for a run of....days.

## Fine Romantic Picture Drama

"Unguarded Women," a Story With a Moral, Due At the Rialto Theatre

U NGUARDED Women" is the title of the picture scheduled for showing at the..... Theatre next..... It features Bebe Daniels, Richard Dix and Mary Astor, with Walter McGrail, Frank Losee, Helen Lindroth, Harry Mestayer, Donald Hall, Joe King and others playing in support. The story was adapted by James Creelman from the Saturday Evening Post serial, "Face", by Lucy Stone Terrill. It tells of a

loves to marry another for whose social position he feels himself directly responsible.

The story is only too well known to the readers of the Post. It literally overran with picture possibilities, and Paramount took advantage of each and every one of them in making the screen version of the tale. The scenes are laid for the most part in Pekin, China—colorful Pekin in the land of romance and adventure. Then, too, there are scenes on Long Island, scenes of the ultra-fashionable smart set, with its beautiful homes, gorgeous gowns, etc.

Alan Crosland, who made "Enemies of Women", "Under the Red Robe", "Three Weeks" and other pictures equally as successful, produced "Unguarded Women". It is his first Paramount picture, and a fine example of what is to be expected from the same source in the near future.

If there ever was a picture that holds an audience's interest from title to final fadeout, "Unguarded Women" is it. It has everything a screen success should have—and then some! If you had to walk five miles to get to the..... you wouldn't regret it after seeing this one! Sure-fire? You bet!

## Dix Plays Tricks With Fellow Actor's Memory

Frank Losee, who plays the part of George Castle in the Alan Crosland production for Paramount, "Unguarded Women," was frankly puzzled when he met Richard Dix for the first time at the Famous Players Long Island studio, and Richard started giving an imitation of Mr. Losee as he appeared with William Faversham in "The Hawk," the play in which Losee appeared some years ago. Mr. Losee asked Richard how he knew his (Losee's) part in that show so well, but Dix just laughed, telling Frank to think hard and see if he couldn't find the explanation for himself.

A few hours later it suddenly dawned upon Mr. Losee that Dix had played with him in "The Hawk." But, Dix at that time, wasn't the motion picture star. He was just a "super" in the show, with no idea that he would some day become so prominent in the motion picture world that Mr. Losee, whom he has always regarded as an excellent actor, would be in the supporting cast of a picture in which Richard was one of the featured players.

Bebe Daniels and Mary Astor are featured. Others in the cast are Walter McGrail, Helen Lindroth and Harry Mestayer.

"Unguarded Women" will be the feature at the.....

## Mary Astor Has Featured Role in "Unguarded Women"

Mary Astor, the youngest leading woman on the screen, has a featured

## Newspaper Reviews

(Review No. 1)

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"Unguarded Women" was adapted by James Creelman from the Saturday Evening Post story "Face" by Lucy Stone Terrill. It concerns a young man who in a moment of physical cowardice on the battlefield causes the death of his comrade. Long after the war is over he is still haunted with bitter memories of his momentary weakness. In an effort to forget he goes to China, accompanied by his fiancée. It is in Pekin that Fate takes a hand in his affairs, for there he meets the widow of his friend who died that he might live. And then we see this high-minded, honorable man decide to make the supreme sacrifice by giving up his fiancée and all thought of happiness to devote his energies towards saving the widow whose utter disregard for the conventions has put her outside

run, we would say that "It glows with the divine spark of life!" It has that intangible something that grips the heart and stirs the imagination because its appeal is to the fundamental emotions of mankind.

All the highlights of the dramatic story which Lucy Stone Terrill wrote and which appeared in the Saturday Evening Post under the title "Face" are emphasized in the screenplay.

Our sympathy is enlisted right from the start when we realize the mental agony of the hero whose conscience will not let him forget that it was cowardice at the critical moment during the Great War that caused the death of his best friend. We appreciate his feelings when he meets his comrade's widow and sees her wasting her womanhood and ruining her reputation because she lacks the steadying influence of an honorable man. We want to cheer and applaud his efforts to save her even at the cost of his own happiness. And then comes the smashing climax—the final thrill that sends us home smiling and contented.

Richard Dix, as the hero, imparts a naturalness and sincerity to his role that is bound to add thousands to the countless other thousands of his admirers; Bebe Daniels gives a vivid portrayal of the reckless widow; and Mary Astor plays her part of the loyal fiancée with all the winsomeness of her appealing personality.



and father decided to go to California, and from that time to the present, Los Angeles has been our home. I was five years old when I went into child parts in the old Belasco and Morosco stock company. My stage career ended with my appearance in "The Squaw Man!" After that it was the convent school for the greater part of the time until I entered the motion picture field.

I entered the convent when I was eight years old. With the exception of one brief trip to the country and a few months later in a little country school near Los Angeles, all the rest of my education was received in convents. They were not always the same convents. Part of the time I attended school in Los Angeles; another period was spent in a boarding school—also a convent—Santa Monica, a few miles from Los Angeles. Since graduating, I have been in screen work.

Much of the time since I left school was spent in comedy. I liked it, but like everyone in comedy, always had a secret desire to do serious photoplay work. And thanks to Cecil B. DeMille, I received that opportunity.

What do I do with my out-of-the-studio time? Well, I drive my car a great deal, but I don't really like to drive. I would much rather ride horseback—and I do, whenever I get an opportunity.

I've got one really expensive vice. I like all sorts of Oriental things and I spend all of my extra money buying bits of pottery, tapestry and other Oriental bits. I don't pretend to be an authority on them but I do like to have them around me. I've got most of my home cluttered up with things of this sort that I've acquired in the past few years. I suppose an art dealer would consider my collection a bunch of junk. But I don't care what other people think about it. I like to have those things around and I'm always making additions.

I haven't any explanation to offer for my passion for Oriental surroundings. My father is Scotch and my mother is Spanish; perhaps this mixture of widely different races is to blame for this trait. My mother shares this interest with me, although to a somewhat lesser degree.

I like to do Oriental parts. In my first serious effort, I played the part of a court favorite in a magnificent Babylonian scene. Do you know, I liked that bit—for it was just a bit more than all of the leading comedy roles that I had played in preceding four years.

And now in "Unguarded Women" I'm right in my element so to speak. The story, you know, for the most part is laid in Pekin, China. And speaking of oriental atmosphere, I fairly reveled in the making of this picture. And I just know you'll all like it.

## Movie Work No Cinch; If

If any of you have the idea that work in the movie business is a cinch, let me tell you. For five nights Dix was crawling through barbed-wire entanglements, dodging bombs, climbing over trenches, splashing through mud holes and what not all for the war scenes in "Unguarded Women", an Alan Crosland production for Paramount, which comes to the.....Theatre next.....

"I was having a lovely time in this picture—all dressed up in evening clothes and everything", said Dix, "until this stuff came along and then I paid for all the ease and comfort that had been mine. That's the way life is, they tell me—every time you think it will not rain clouds come into the sky. At any rate I am glad the picture had other scenes in it besides the war."

A section of no-man's land was constructed for the scenes in the picture, which were given the realistic touch by 250 former doughboys.

Mr. Dix is featured with Bebe Daniels and Mary Astor in the production, which is an adaptation of Lucy Stone Terrill's Saturday Evening Post story, "Face". The war scenes are incidental, the picture being a strong love-drama of society life.

one of the extras asked Richard Dix if he were a cave-man.

"Maybe I am and maybe I'm not," said Dix, "but I know a lot of caves!"

Dix, Bebe Daniels and Mary Astor are featured in "Unguarded Women," which opens a.....days' run at the.....on.....next.

Douglas Albright. Miss Astor has the role of the other girl whom Albright really loves, though he sacrifices himself by doing what he believes to be his duty—offering Mrs. Banning the protection of his name. What does Helen do? That's the question "Unguarded Women" is answering for hundreds of fans daily at the.....Theatre where it will remain until.....next. Why not see it.

# Advance Press Stories

## "Unguarded Women," With Powerful Cast, Coming

READERS of the Saturday Evening Post will recall that a few months ago there appeared in that publication a most unusual story by Lucy Stone Terrill, entitled "Face". The originality of its plot occasioned considerable comment and commendation. Paramount recognized it as exceptional screen material and bought the motion picture rights.

"Unguarded Women", which is scheduled to open at the.....Theatre next.....for a.....days' run, is an adaptation of that story—the history of how a man of honor brings back to social esteem a girl whose love of gaiety makes her a society outcast. It is intensely dramatic, full of suspense, with a strong and fine love interest and a happy climax.

It was evidently the aim of the producers to leave no stone unturned, or rather, to leave no actor out of the cast who could successfully contribute to the logical interpretation of the difficult roles the photoplay calls for. The result is that we have an array of talent that should satisfy the most fastidious. Bebe Daniels, Richard Dix and Mary Astor are featured at the head of a superb cast that includes Walter McGrail, Frank Losee, Harry Mestayer, Joe King, Helen Lindroth and Donald Hall, all of them exceptionally fitted by training and temperament for their respective characterizations.

To further insure a high-grade production, Alan Crosland was entrusted with the responsibility of directing the picture. Since Mr. Crosland has to his credit such screen successes as "Enemies of Women", "Under the Red Robe", "Three Weeks", etc., it is safe to predict that no one

and tender love, for all of these elements were part and parcel of the story. Something different in the way of scenery may be expected as much of the action takes place in the bizarre and colorful Far East—Pekin, China, with its Oriental customs and costumes and scenes of Long Island high society.

With a combination of such box-office favorites as Bebe Daniels and Richard Dix and Mary Astor, surrounded by such likeable and capable players as Walter McGrail, Frank Losee and Harry Mestayer, it is only right to say that an all-star cast interprets the various roles.

If you are one of a discriminating minority who judge a photodrama by its producers we hasten to add that Alan Crosland, of "Enemies of Women" and "Under the Red Robe" fame, produced "Unguarded Women", a sure-fire guarantee of its worth from a directorial standpoint.

All in all here is a picture that is worth while waiting for!

If you ever liked a picture in your life, you'll like "Unguarded Women".

## Bebe Daniels, Dix, Mary Astor Featured in Unguarded Women

Alan Crosland makes his debut as a Paramount producer with the release of "Unguarded Women", which begins a.....run at the.....Theatre next..... Advance reports have it that the director of "Enemies of Women", "Under the Red Robe" and "Three Weeks" has surpassed all of his previous efforts. We may therefore look for the ultimate in screenplays when this production is flashed on the local silver sheet. China, with its age-old civilization, is the interesting background of this gripping photoplay which is adapted from the Saturday Evening Post story "Face" by Lucy Stone Terrill. The unusual theme of the photodrama is bound to create a spirited discussion. Those who know something of the story will recall that it concerns a man who sacrifices himself to save the widow of his friend whose death he inadvertently caused on the battlefield during the war. There have been many post-war stories but none as dramatic and soul-stirring as this.

We can think of no one who is better fitted for the part of the gay and reckless widow than vivacious Bebe Daniels; handsome, virile Richard Dix is the ideal type of "the man of honor"; and Mary Astor, with her winsome beauty is perfectly cast in the appealing role of the "true-blue" fiancée. All three have featured roles. The others in the strong supporting cast include Walter McGrail, Frank Losee, Harry Mestayer and Joe King.

Our advice is not to miss seeing "Unguarded Women", for it is one of the season's best.

used in the production of "Unguarded Women", an Alan Crosland production for Paramount, which will be shown next.....Theatre. Bebe Daniels, Richard Dix and Mary Astor are featured in the lead roles of the picture on the battlefields, carrying audiences way across the world to the fashionable homes of the East and then back to the action of the production. For those who like a real snappy picture, there's a vivacious Bebe Daniels doing all sorts of unconventional things to keep them entertained. Those who like the real thing, there's drama, heart-interest and goodly quantity. There's something in it for everyone. The strong supporting cast of the production includes such well known names as Walter McGrail, Frank Losee, Helen Lindroth, Joe King and others. Here's a great story, with a great cast and produced by a great director. What more can one ask for? If you ever enjoyed real honest-to-goodness drama in your life you'll enjoy "Unguarded Women".

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## "Unguarded Women" Due

"Unguarded Women", an Alan Crosland production for Paramount, featuring Bebe Daniels, Richard Dix and Mary Astor is due for showing at the.....Theatre on.....days, next to remain for.....days. The story, a gripping sacrifice and regeneration from the Saturday Evening Post serial, "Face", is the author, and prepared the screenplay.

Playing in supporting roles are, among others, Walter McGrail, Frank Losee, Harry Mestayer and Joe King.

## Star Cuts

Heading this column is a reproduction of a one-column halftone star cut of Bebe Daniels. Aside from the usual line of cuts on its production, Paramount is prepared to supply exhibitors with both cuts and mats of all its stars and leading players.

There are two styles—the halftone and the line. Halftones are all 55 screen and show up unusually well on newspaper stock.

Star cuts may be obtained in one, two and three column sizes. There are also circle thumbnail cuts, both coarse and fine screen.

By simply adding a little copy and border, the cuts may be converted into active ads. Price list of the cuts and all other cuts on "Unguarded Women" is to be found on the back page.

Don't forget the numbers when ordering from your exchange!



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# Newspaper Reviews

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"Unguarded Women" was adapted by James Creelman from the Saturday Evening Post story "Face" by Lucy Stone Terrill. It concerns a young man who in a moment of physical cowardice on the battlefield causes the death of his comrade. Long after the war is over he is still haunted with bitter memories of his momentary weakness. In an effort to forget he goes to China, accompanied by his fiancée. It is in Pekin that Fate takes a hand in his affairs, for there he meets the widow of his friend who died that he might live. And then we see this high-minded, honorable man decide to make the supreme sacrifice by giving up his fiancée and all thought of happiness to devote his energies towards saving the widow whose utter disregard for the conventions has put her outside the pale of society.

It is a strange, tense, dramatic struggle that takes place there in the picturesque Orient, the heart-stirring conflict between love and duty. And if the startling climax, coming with the suddenness of a thunderstorm out of a clear sky, does not start the red blood in your veins coursing more rapidly

be touched by human heroism and nobility!

What more need be said for the tip-top cast than that they seem to be living their roles instead of merely playing them! Richard Dix, Bebe Daniels and Mary Astor, each gave a marvelous performance; and the supporting staff which includes Walter McGrail, Harry Mestayer, Frank Losee and Joe King are more than adequate in their respective parts.

The entire production with its colorful background and lavish settings reflects great credit on Alan Crosland and his co-workers. Good motion pictures are so few and far between that when a screenplay like "Unguarded Women" comes along it behooves us not to miss it.

## (Review No. 2)

If we were asked to sum up in one sentence our impression of "Unguarded Women", the Alan Crosland Paramount production that opened at the..... Theatre last night for a..... days,

say I do," Miss Daniels said, drawing Mestayer off into a corner to talk over old times.

Half an hour later, when Mr. Crosland went over to them to get Miss Daniels for a scene, Bebe told him that Mestayer started her on her professional career by giving her a part, when she was only twelve years old, in D'Annunzio's "La Gioconda," which Mestayer produced in California.

"Unguarded Women" comes to the..... Theatre next..... for a run of..... days.

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All the highlights of the dramatic story which Lucy Stone Terrill wrote and which appeared in the Saturday Evening Post under the title "Face" are emphasized in the screenplay.

Our sympathy is enlisted right from the start when we realize the mental agony of the hero whose conscience will not let him forget that it was cowardice at the critical moment during the Great War that caused the death of his best friend. We appreciate his feelings when he meets his comrade's widow and sees her wasting her womanhood and ruining her reputation because she lacks the steadying influence of an honorable man. We want to cheer and applaud his efforts to save her even at the cost of his own happiness. And then comes the smashing climax—the final thrill that sends us home smiling and contented.

Richard Dix, as the hero, imparts a naturalness and sincerity to his role that is bound to add thousands to the countless other thousands of his admirers; Bebe Daniels gives a vivid portrayal of the reckless widow; and Mary Astor plays her part of the loyal fiancée with all the winsomeness of her appealing personality. Honorable mention must also be made of Walter McGrail, Frank Losee, Harry Mestayer and Joe King, each of whom gives a sterling performance.

## (Review No. 3)

"Unguarded Women", the latest celluloid opus from the Paramount organization, which began a..... days' run at the..... Theatre last night, successfully proves two theories.

It offers conclusive evidence that there are men of honor still left in this world of storm and strife; secondly it shows that certain members of the female of the species absolutely need the strong will and protecting arm of an honest, dependable man to guard them against their own innate frivolousness which is ever-ready to plunge them into the sea of disaster.

Alan Crosland, entertainment-maker extraordinary, directed the picture.

The intelligent acting of Bebe Daniels, Richard Dix, Mary Astor and the other members of the admirable cast that includes Walter McGrail, Frank Losee, Harry Mestayer and Joe King, and the vivid charm and color of the Oriental costumes and the backgrounds coupled with flawless photography make "Unguarded Women" ideal screen entertainment. By all means see it!

screen version of the tale. The scenes are laid for the most part in Pekin, China—colorful Pekin in the land of romance and adventure. Then, too, there are scenes on Long Island, scenes of the ultra-fashionable smart set, with its beautiful homes, gorgeous gowns, etc.

Alan Crosland, who made "Enemies of Women", "Under the Red Robe", "Three Weeks" and other pictures equally as successful, produced "Unguarded Women". It is his first Paramount picture, and a fine example of what is to be expected from the same source in the near future.

If there ever was a picture that holds an audience's interest from title to final fadeout, "Unguarded Women" is it. It has everything a screen success should have—and then some! If you had to walk five miles to get to the..... you wouldn't regret it after seeing this one! Sure-fire? You bet!

## Dix Plays Tricks With Fellow Actor's Memory

Frank Losee, who plays the part of George Castle in the Alan Crosland production for Paramount, "Unguarded Women," was frankly puzzled when he met Richard Dix for the first time at the Famous Players Long Island studio, and Richard started giving an imitation of Mr. Losee as he appeared with William Faversham in "The Hawk," the play in which Losee appeared some years ago. Mr. Losee asked Richard how he knew his (Losee's) part in that show so well, but Dix just laughed, telling Frank to think hard and see if he couldn't find the explanation for himself.

A few hours later it suddenly dawned upon Mr. Losee that Dix had played with him in "The Hawk." But, Dix at that time, wasn't the motion picture star. He was just a "super" in the show, with no idea that he would some day become so prominent in the motion picture world that Mr. Losee, whom he has always regarded as an excellent actor, would be in the supporting cast of a picture in which Richard was one of the featured players.

Bebe Daniels and Mary Astor are featured. Others in the cast are Walter McGrail, Helen Lindroth and Harry Mestayer.

"Unguarded Women" will be the feature at the.....

## Mary Astor Has Featured Role in "Unguarded Women"

Mary Astor, the youngest leading woman on the screen, has a featured role with Bebe Daniels and Richard Dix in the new Alan Crosland Paramount production, "Unguarded Women", which comes to the..... Theatre next.....

One might say that Miss Astor literally trained to be a motion picture star from a very tender age. When a child, and she's only about eighteen now, she studied dramatic art, dancing and music, all with the thought of becoming a motion picture star.

True, it was the legitimate stage she aimed for, but when pictures supplanted the stage in popularity, she changed, too.

## He Dies for a Living!

Every time Joe King is assigned to a role in a motion picture he immediately prepares himself for a death scene. Poor Joe has been killed more times for the edification of the movie fans than Lenin for newspaper readers. But, unlike Lenin, Joe fully expects to keep right on with his "dying" for some time to come.

Recently Joe was called to the Paramount studio in Long Island. Director Alan Crosland phoned him that he had a good, sympathetic part for him in Crosland's production for Paramount, "Unguarded Women," which features Bebe Daniels, Richard Dix and Mary Astor. King thought that he was at last going to be given a chance to live through a picture. Hopefully reporting to Mr. Crosland, Joe was told that he was to play the role of Capt. Robert Banning, an American army officer. Needless to say, Joe dies a noble death on the battlefields of France.

"Unguarded Women", an adaptation of the Saturday Evening Post story, "Face" will open..... at the..... Theatre on..... next.



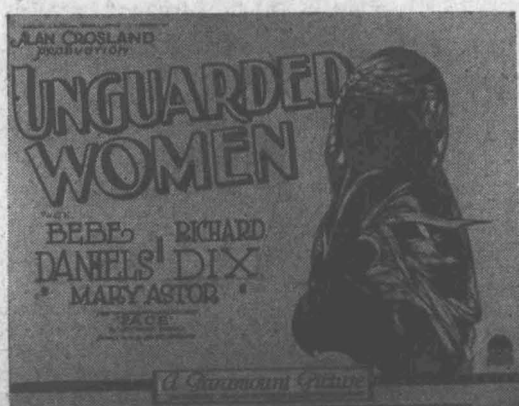


# “Unguarded Women” GOOD-AS-GOLD PAPER WITH C

“If It’s Worth Running, It’s Worth A

## It’s Colored INSERT CARD

Insert cards are the handy  
men of the picture family—  
you’ll find a dozen different uses  
for them. And they’re cheap!



SET OF EIGHT COLORED LOBBY CARDS

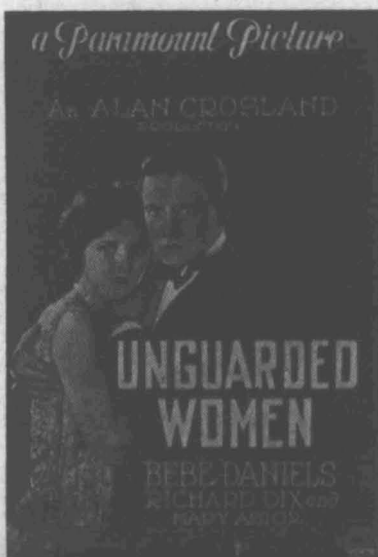
## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

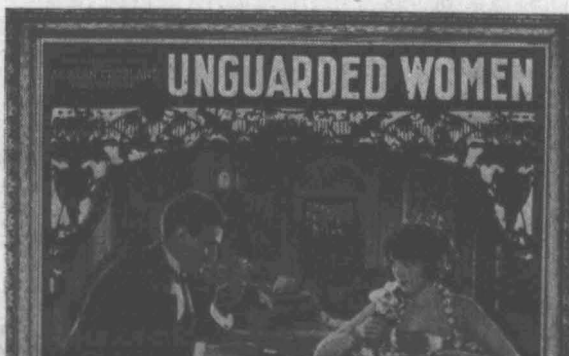
**NOTE:**—The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Talk to your local Ad Sales Manager about **QUANTITY PRICE CONCESSIONS**. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)		One Column	.05
One Sheet (1A and 1B)	.15	Two Column	.10
Three Sheet (3A and 3B)	.45	Supplementary (Two Column) (Two Styles)	.10
Six Sheet (6A)	.75	Three Column	.15
Twenty-four Sheet (24A)	2.40	Four Column (Adv. Only)	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored)	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
11 x 14 Set of Eight (Colored)	.60	Insert Cards (14 x 38 in. to fit above)	.25
STAR CUTS OF BEBE DANIELS		22 x 28 Gilt Frames	1.50
One Column (Two Styles)	.25	Heralds, per thousand	3.00
Two Column	.40	Window Card	.25
Three Column	.60	Announcement Slide	.15
Circle Thumbnail (Coarse or Fine)	.15	Publicity Photos, Each	.10
For Newspaper Ads		Trailers—National Screen Service	
ADVERTISING CUTS		126 W. 46th St., New York City	
One Column	.35	845 So. Wabash Ave., Chicago, Ill.	
Two Column	.65	917 So. Olive Street, Los Angeles, Cal.	
Supplementary (Two Column) (Two Styles)	.25	284 Turk St., San Francisco	

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager  
about the new special proposition  
on 22 x 28 lobby cards and frames!





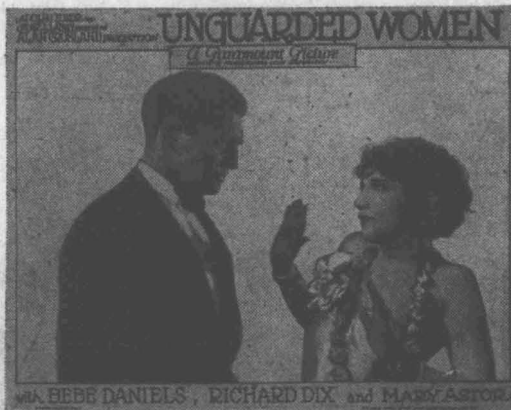
# Unguarded Women" PER WITH GET-'EM-IN PUNCH

th Running, It's Worth Advertising"



## It's Colored INSERT CARD

Insert cards are the handy  
men of the picture family—  
you'll find a dozen different uses  
for them. And they're cheap!



CLASSY LOBBY DISPLAY—EACH 11" x 14"

## TRAILER

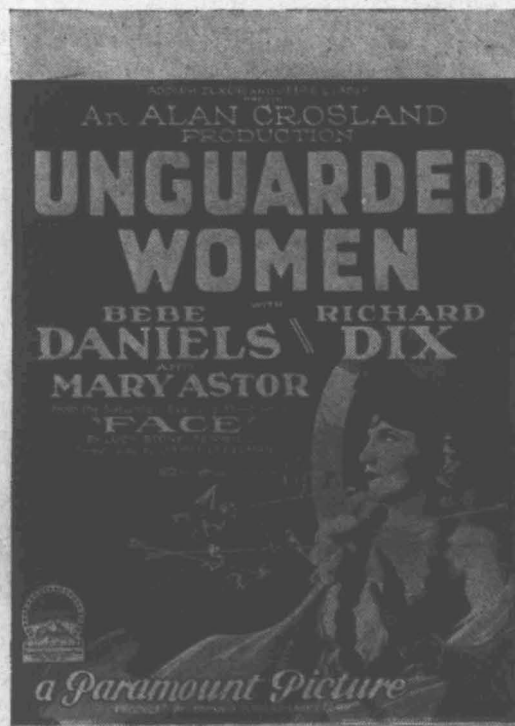
You can secure an excellent Service  
Trailer on "Unguarded Women."

It consists of main title and 75 feet of  
carefully selected scenes. This costs \$5.00,  
and \$1.50 refund is allowed if you return  
the trailer within two weeks of shipment.

You can secure a regular trailer service  
on all productions at the cost of \$25.00  
monthly.

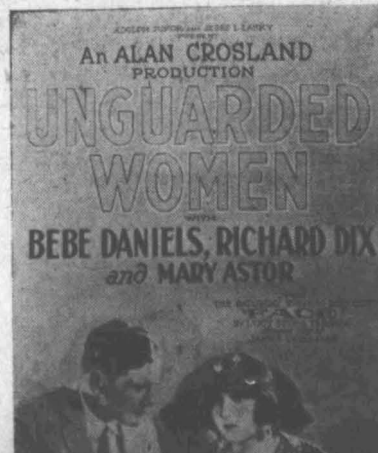
Ask your Paramount exchange or order  
direct from National Screen Service, 126  
West 46th Street, New York; 845 South  
Wabash Avenue, Chicago; 917 South Olive  
Street, Los Angeles, or 284 Turk Street,  
San Francisco.

WIRE OR WRITE—GIVING  
EXACT PLAY DATES



Attractive Window Card

Put the picture over the top by  
putting posters over the town.  
Here are real business-getters!







WITH BEBE DANIELS, RICHARD DIX and MARY ASTOR



WITH BEBE DANIELS, RICHARD DIX and MARY ASTOR

## SET OF EIGHT COLORED LOBBY CARDS

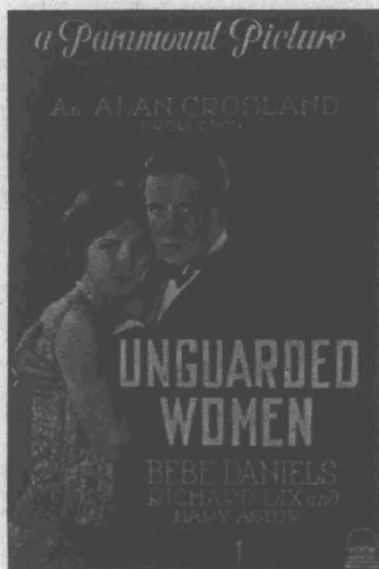
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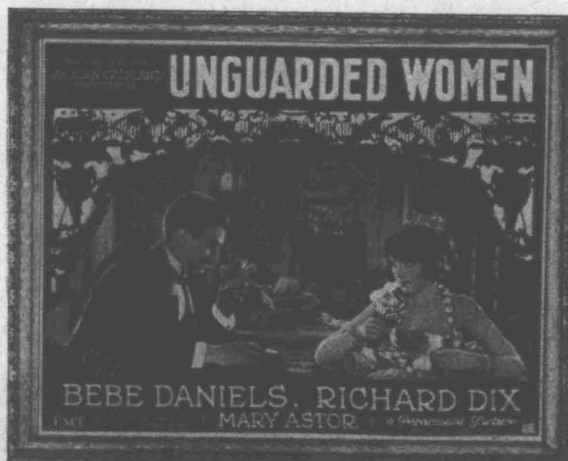
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Two Column	.40	Window Card	.37
Three Column	.38	Announcement Slide	.15
Circle Thumbnail (Coarse or Fine)	.15	Publicity Photos, Each	.10
For Newspaper Ads		Trailers—National Screen Service	
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Supplementary (Two Column) (Two Styles)	.25	284 Turk St., San Francisco	

Press Books and Music Cues are gratis.



One-Sheet Poster 1A

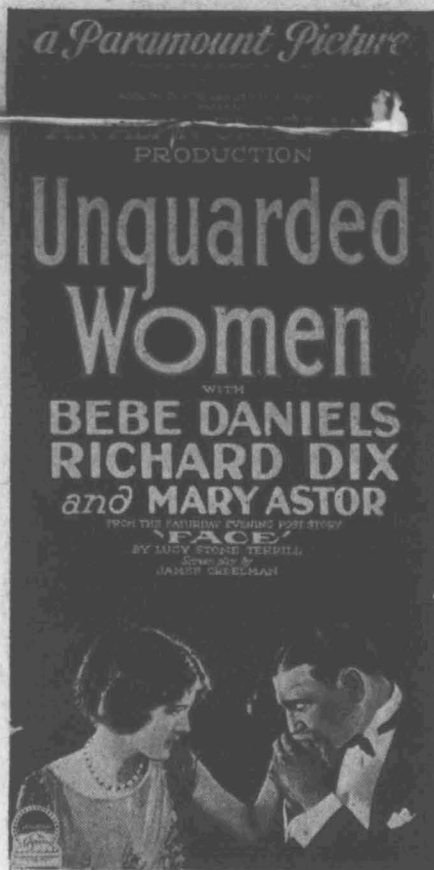
Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A



Three-Sheet Poster 3A



Twenty-four Sheet Poster 24A





CLASSY LOBBY DISPLAY—EACH 11" x 14"

## TRAILER

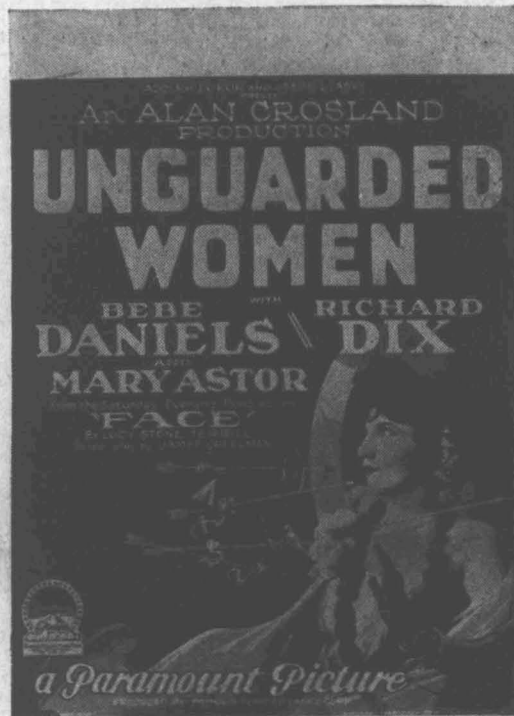
You can secure an excellent Service Trailer on "Unguarded Women."

It consists of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

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WIRE OR WRITE—GIVING  
EXACT PLAY DATES



Attractive Window Card

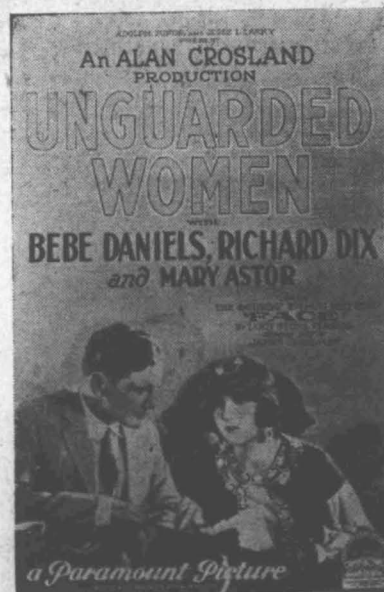


Poster 6A

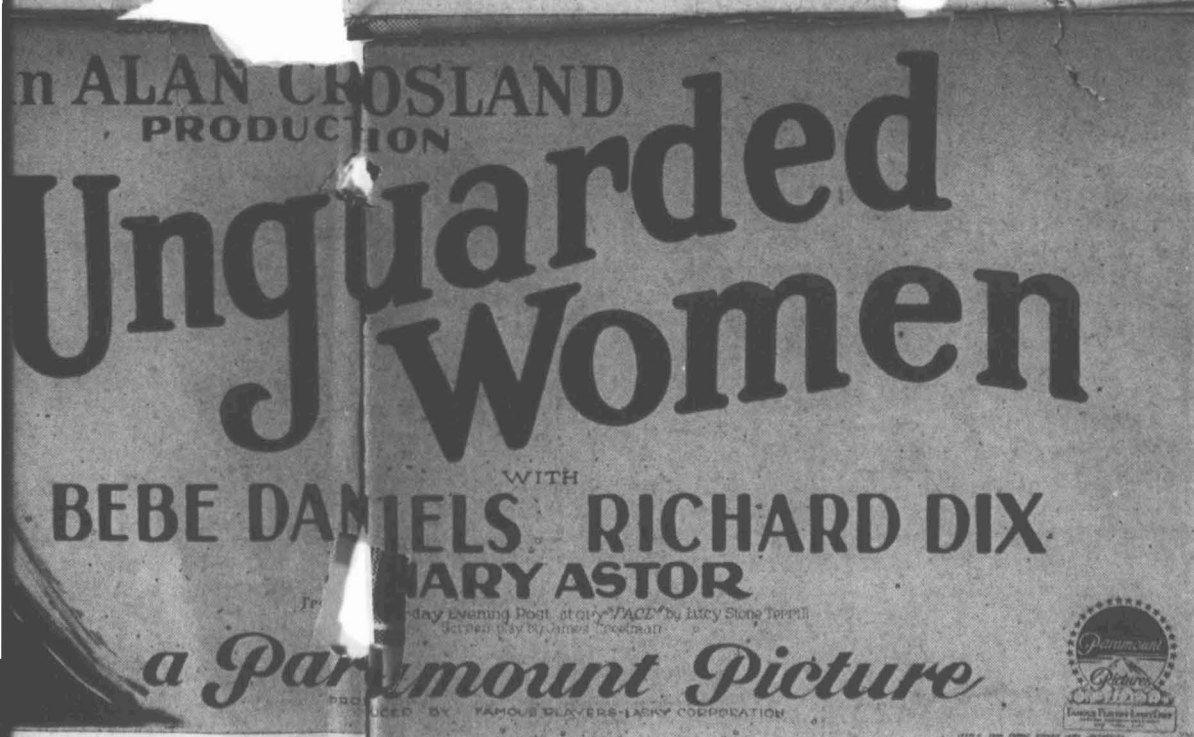
Put the picture over the top by  
putting posters over the town.  
Here are real business-getters!



Announcement Slide



One-Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three-Sheet Poster 3B



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